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JFW

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414  
Applicant(s): Poage et al.  
Filed: August 30, 1999  
Art Unit: 3623  
Examiner: C. Colon  
Title: APPARATUS AND METHOD  
FOR CREATING A MARKETING  
INITIATIVE

Confirmation No.: 9114

Docket No.: 023895/257070  
Customer No.: 00826

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT  
37 C.F.R. § 1.121

Sir:

In response to the Office Action dated February 26, 2004, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks** begin on page 14 of this paper.